



KUTV  
299 S Main St  
Ste 150  
Salt Lake City, UT 84111

Media Strategies & Research-Denver  
1580 Lincoln St  
Ste 510  
Denver, CO 80203-1507

# Contract # 1359752

Schedule Dates 10/15/12-10/21/12  
Advertiser Matheson for Congress (73730)  
Agency Media Strategies & Research-Denver (1374)  
Product POLITICAL CANDIDATE (ns) (1186)  
Brand october 15 through october 21 2012 (469221)  
Salesperson Henderson, Kristen (2948)  
Sales Office KUTV/KMYU  
Buyer Name /  
Phone/Fax 11636  
CPE Local/Political Candidate Agency BRD  
Account Types Standard  
Billing Type  
Comments

Date Entered 08/22/12  
Last Modified 08/23/12  
Entered By Chantyce Diehl  
CO-OP No  
Headline #  
Demo  
Order Type Normal  
Package Deal  
Commission % 15.00  
Commission \$6,960.75  
Net Total \$39,444.25  
Sales Tax

Salt Lake City (KUTV)  
By Broadcast Month Spots Rate  
Oct. 2012 74 \$46,405.00  
Grand Total: 74 \$46,405.00

| Line  | Line Type / Break Type (Ref #) | Dates             | Sec | Length | Run Times                            | SPW | Mo | Tu | We | Th | Fr | Sa | Su | Spots | Rate     | Total      | Station               | Comments   | Entered |
|-------|--------------------------------|-------------------|-----|--------|--------------------------------------|-----|----|----|----|----|----|----|----|-------|----------|------------|-----------------------|--|---------|
| 1.0   | Normal Line / News             | 10/15/12-10/19/12 | 3   | :30    | 5A- News-2 News This Morning 5a      | 1   | 1  | 1  | 1  | 1  | 1  |    |    | 5     | \$100.00 | \$500.00   | Salt Lake City (KUTV) |  | 8/22/12 |
| 2.0   | Normal Line / News             | 10/15/12-10/19/12 | 3   | :30    | 5:30A- News-2 News This Morning 530a | 1   | 1  | 1  | 1  | 1  | 1  |    |    | 5     | \$150.00 | \$750.00   | Salt Lake City (KUTV) |  | 8/22/12 |
| 3.0   | Normal Line / News             | 10/15/12-10/19/12 | 1   | :30    | 6A- 8A (MST)                         | 1   | 1  | 1  | 1  | 1  | 1  |    |    | 5     | \$550.00 | \$2,750.00 | Salt Lake City (KUTV) |  | 8/22/12 |
| 4.0   | Normal Line / SPOT             | 10/15/12-10/19/12 | 3   | :30    | 8A- CBS Morning News                 | 1   | 1  | 1  | 1  | 1  | 1  |    |    | 5     | \$135.00 | \$675.00   | Salt Lake City (KUTV) | 1  | 8/22/12 |
| 5.0   | Normal Line / SPOT             | 10/16/12-10/16/12 | 3   | :30    | 9A- CBS-The Price Is Right           | 1   | 1  |    |    |    |    |    |    | 1     | \$300.00 |            | Salt Lake City (KUTV) | Program Change/Exception - Price Is Right 11a-12p    | 8/22/12 |
| 5.0.1 | Closed Preempt                 | 10/16/12          |     |        |                                      |     |    |    |    |    |    |    |    |       |          |            | Salt Lake City (KUTV) |  |         |
| 6.0   | Normal Line / SPOT             | 10/17/12-10/17/12 | 3   | :30    | 10A- CBS-The Young and the Restless  |     |    | 1  |    |    |    |    |    |       | \$135.00 |            | Salt Lake City (KUTV) | 1  | 8/22/12 |
| 6.0.1 | Closed Preempt                 | 10/17/12          |     |        |                                      |     |    |    |    |    |    |    |    |       |          |            | Salt Lake City (KUTV) | Program Change/Exception - Young & Restless 9a-10a   |         |
| 7.0   | Normal Line / SPOT             | 10/19/12-10/19/12 | 3   | :30    | 11A- CBS-Let's Make a Deal           |     |    |    |    | 1  |    |    |    |       | \$135.00 |            | Salt Lake City (KUTV) | 1  | 8/22/12 |
| 7.0.1 | Closed Preempt                 | 10/19/12          |     |        |                                      |     |    |    |    |    |    |    |    |       |          |            | Salt Lake City (KUTV) | Program Change/Exception - Let's Make a Deal 10a-11a |         |
| 8.0   | Normal Line / News             | 10/15/12-10/18/12 | 3   | :30    | 12P- News-2 News at Noon             | 1   | 1  | 1  | 1  | 1  | 1  |    |    | 2     | \$135.00 | \$270.00   | Salt Lake City (KUTV) |  | 8/22/12 |

## CONFIRMATION CONTRACT

Accepted-Agency/Advertiser:

Date:

Accepted-Station:

Date:

Comments:

*[Signature]*

8/23/12

PAYMENT RECEIVED 8/22/12



KUTV  
299 S Main St  
Ste 150  
Salt Lake City, UT 84111

Media Strategies & Research-Denver  
1580 Lincoln St  
Ste 510  
Denver, CO 80203-1507

# Contract # 1359752

**Schedule Dates** 10/15/12-10/21/12  
**Advertiser** Matheson for Congress (73730)  
**Agency** Media Strategies & Research-Denver (1374)  
**Product** POLITICAL CANDIDATE (ns) (1186)  
**Brand** october 15 through october 21 2012 (469221)  
**Salesperson** Henderson, Kristen (2948)  
**Sales Office** KUTV/KMYU  
**Buyer Name** /  
**Phone/Fax** 11636  
**CPE** 11636  
**Account Types** Local/Political Candidate Agency BRD  
**Billing Type** Standard  
**Comments**

**Date Entered** 08/22/12  
**Last Modified** 08/23/12  
**Entered By** Chantyrce Diehl  
**CO-OP** No  
**Headline #**  
**Demo**  
**Order Type** Normal  
**Package Deal**  
**Commission %** 15.00  
**Commission** \$6,960.75  
**Net Total** \$39,444.25  
**Sales Tax**

| Salt Lake City (KUTV) |           |                    |
|-----------------------|-----------|--------------------|
| By Broadcast Month    | Spots     | Rate               |
| Oct. 2012             | 74        | \$46,405.00        |
| <b>Grand Total:</b>   | <b>74</b> | <b>\$46,405.00</b> |

| Line | Line Type / Break Type (Ref #) | Dates             | Sec | Length | Run Times                    | SPW | Mo | Tu | We | Th | Fr | Sa | Su | Spots | Rate       | Total      | Station               | Comments | Entered |
|------|--------------------------------|-------------------|-----|--------|------------------------------|-----|----|----|----|----|----|----|----|-------|------------|------------|-----------------------|----------|---------|
| 9.0  | Normal Line / SPOT             | 10/17/12-10/17/12 | 5   | :30    | 1P- News-Fresh Living        |     |    |    | 1  |    |    |    |    | 1     | \$70.00    | \$70.00    | Salt Lake City (KUTV) |          | 8/22/12 |
| 10.0 | Normal Line / SPOT             | 10/15/12-10/19/12 | 3   | :30    | 2P- CBS-The Talk             |     | 1  |    |    |    | 1  |    |    | 2     | \$175.00   | \$350.00   | Salt Lake City (KUTV) |          | 8/22/12 |
| 11.0 | Normal Line / SPOT             | 10/15/12-10/19/12 | 3   | :30    | 3P- Ricki Lake               |     | 1  | 1  | 1  | 1  | 1  |    |    | 5     | \$225.00   | \$1,125.00 | Salt Lake City (KUTV) |          | 8/22/12 |
| 12.0 | Normal Line / News             | 10/15/12-10/19/12 | 3   | :30    | 4P- News-2 News at 4p        |     | 1  | 1  | 1  | 1  | 1  |    |    | 5     | \$175.00   | \$875.00   | Salt Lake City (KUTV) |          | 8/22/12 |
| 13.0 | Normal Line / News             | 10/15/12-10/19/12 | 3   | :30    | 4:30P- News-2 News at 430p   |     | 1  | 1  | 1  | 1  | 1  |    |    | 5     | \$200.00   | \$1,000.00 | Salt Lake City (KUTV) |          | 8/22/12 |
| 14.0 | Normal Line / News             | 10/15/12-10/18/12 | 1   | :30    | 5P- News-2 News at 5p        |     | 1  | 1  | 1  | 1  |    |    |    | 4     | \$900.00   | \$3,600.00 | Salt Lake City (KUTV) |          | 8/22/12 |
| 15.0 | Normal Line / News             | 10/15/12-10/19/12 | 3   | :30    | 5P- News-2 News at 5p        |     | 1  |    | 1  | 1  | 1  |    |    | 4     | \$400.00   | \$1,600.00 | Salt Lake City (KUTV) |          | 8/22/12 |
| 16.0 | Normal Line / News             | 10/15/12-10/19/12 | 1   | :30    | 6P- News-2 News at 6p        |     | 1  | 1  | 1  | 1  | 2  |    |    | 6     | \$1,000.00 | \$6,000.00 | Salt Lake City (KUTV) |          | 8/22/12 |
| 17.0 | Normal Line / News             | 10/20/12-10/20/12 | 3   | :30    | 5P- News-2 News at 5p        |     |    |    |    |    |    | 1  |    | 1     | \$225.00   | \$225.00   | Salt Lake City (KUTV) |          | 8/22/12 |
| 18.0 | Normal Line / News             | 10/21/12-10/21/12 | 3   | :30    | 5P- News-2 News at 5p        |     |    |    |    |    |    |    | 1  | 1     | \$350.00   | \$350.00   | Salt Lake City (KUTV) |          | 8/22/12 |
| 19.0 | Normal Line / SPOT             | 10/18/12-10/18/12 | 3   | :30    | 6:30P- Entertainment Tonight |     |    |    |    | 1  |    |    |    | 1     | \$475.00   | \$475.00   | Salt Lake City (KUTV) |          | 8/22/12 |
| 20.0 | Normal Line / Prime            | 10/16/12-10/16/12 | 3   | :30    | 7P- CBS-NCIS (Tuesday)       |     |    | 1  |    |    |    |    |    | 1     | \$1,800.00 | \$1,800.00 | Salt Lake City (KUTV) |          | 8/22/12 |

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Date:

Accepted-Station:

Date:

Comments:



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|------|--------------------------------|-------------------|-----|--------|--------------------------------------|-----|----|----|----|----|----|----|----|-------|------------|-------------|-----------------------|----------|---------|
| 21.0 | Normal Line / Prime            | 10/21/12-10/21/12 | 3   | :30    | 8p- CBS-The Good Wife (Sunday)       |     |    |    |    |    |    |    | 1  | 1     | \$1,300.00 | \$1,300.00  | Salt Lake City (KUTV) |          | 8/22/12 |
| 22.0 | Normal Line / News             | 10/15/12-10/19/12 | 1   | :30    | 10p- News-2 News at 10p              |     | 2  | 2  | 1  | 1  | 2  |    |    | 8     | \$2,500.00 | \$20,000.00 | Salt Lake City (KUTV) |          | 8/22/12 |
| 23.0 | Normal Line / News             | 10/20/12-10/20/12 | 3   | :30    | 10p- News-2 News at 10p              |     |    |    |    |    |    | 1  |    | 1     | \$650.00   | \$650.00    | Salt Lake City (KUTV) |          | 8/22/12 |
| 24.0 | Normal Line / News             | 10/21/12-10/21/12 | 3   | :30    | 10p- News-2 News at 10p              |     |    |    |    |    |    |    | 1  | 1     | \$900.00   | \$900.00    | Salt Lake City (KUTV) |          | 8/22/12 |
| 25.0 | Normal Line / SPOT             | 10/16/12-10/18/12 | 3   | :30    | 10:35p- CBS-The David Letterman Show |     |    | 1  |    | 1  |    |    |    | 2     | \$285.00   | \$570.00    | Salt Lake City (KUTV) |          | 8/22/12 |
| 26.0 | M/G For 5.0.1 / SPOT           | 10/16/12-10/16/12 | 3   | :30    | 11A- 12p (MST)                       |     |    | 1  |    |    |    |    |    | 1     | \$300.00   | \$300.00    | Salt Lake City (KUTV) | 1        | 8/22/12 |
| 27.0 | M/G For 6.0.1 / SPOT           | 10/17/12-10/17/12 | 3   | :30    | 9a- 10a (MST)                        |     |    |    | 1  |    |    |    |    | 1     | \$135.00   | \$135.00    | Salt Lake City (KUTV) | 1        | 8/22/12 |
| 28.0 | M/G For 7.0.1 / SPOT           | 10/19/12-10/19/12 | 3   | :30    | 10a- 11a (MST)                       |     |    |    |    |    | 1  |    |    | 1     | \$135.00   | \$135.00    | Salt Lake City (KUTV) |          | 8/22/12 |

## CONFIRMATION CONTRACT

Accepted-Agency/Advertiser:

Date:

Accepted-Station:

Date:

Comments:



**AE: Kristen Henderson**

**CLIENT: Matheson for Congress**

**ORDER NUMBER:** 1359752

**FLIGHT DATES:** 10/15/12-10/21/12

**BUYER: Media Strategies and Research- Denver**

**PRODUCT: October 15 through October 21**

**ESTIMATE: 11636**

**Note:** If KUTV does not receive response from buyer within 24 hours make good will be made as offered

**Note:** If KUTV does not receive response from buyer within 24 hours make good will be made as offered

**Zimbra**  
khenderson@sbgn.net.cor

± Font size -

# RE: MATHESON Makegoods - KUTV Daytime Program Changes Eff. 9/10/12

Thu, Aug 23, 2012 12:27 PM

**From :** Suzanne Collins <suzanne@mediastrategies.com>  
**Subject :** RE: MATHESON Makegoods - KUTV Daytime Program Changes Eff. 9/10/12

**To :** Kristen Henderson <khenderson@kutv2.com>

Hi Kristen,

I approve to move the programs bought to the new time periods.

**Suzanne R. Collins (Former)**

Media Strategies & Research | 1580 Lincoln Street, Suite 510  
Denver, Colorado 80203 | 303-989-4700 | Fax 303-764-9946

**From:** Kristen Henderson [mailto:khenderson@kutv2.com]

**Sent:** Thursday, August 23, 2012 12:21 PM

**To:** Suzanne Collins

**Subject:** MATHESON Makegoods - KUTV Daytime Program Changes Eff. 9/10/12

Hi Suzanne-

Please see attached for makegoods for MATHESON due to programming changes. Can you please let me know if you approve? Note that there are 3 sheets.

Thanks!

**Kristen Henderson**

KUTV & KUTV.com

299 South Main, Suite 150

Salt Lake City, UT 84111

PH: 801.839.1119

FX: 801.839.1101

Our new morning line up will be:

9am The Young and the Restless

10am Let's Make a Deal

11am The Price is Right

12pm KUTV News

This will be a very strong re-alignment of programming for the station, and a great lead in for our noon news product.

The start date for the new line up will be September 10th, 2012.

FINAL



# Station Order Revised Matheson for Congress 2012

Market: Salt Lake City-Ogden

Flight Dates: Monday, October 15, 2012 to Sunday, October 21, 2012

|             |       |
|-------------|-------|
| Estimate ID | 11636 |
|-------------|-------|

Contact: Kristen Henderson  
Email: K Henderson@kutv2.com  
Phone: 801-973-3000  
Fax: 801-839-1101  
Direct: 801-839-1119

## KUTV-TV

| Program Name | DP Length | Days | Gross Rate | Mon | Tue | Wed | Thu | Fri | Sat | Sun | Total |
|--------------|-----------|------|------------|-----|-----|-----|-----|-----|-----|-----|-------|
|--------------|-----------|------|------------|-----|-----|-----|-----|-----|-----|-----|-------|

|   |    |     |            |   |   |   |   |   |   |  |   |
|---|----|-----|------------|---|---|---|---|---|---|--|---|
| KUTV 5a News                                    | EM | M-F | \$100.00   | 1 | 1 | 1 | 1 | 1 | 1 |  | 5 |
| 5:00 AM   | 30 |     | \$500.00   |   |   |   |   |   |   |  |   |
| Highly pre-emptible at LUR per KUTV. Move to L2 |    |     |            |   |   |   |   |   |   |  |   |
| KUTV 5:30a News                                 | EM | M-F | \$150.00   | 1 | 1 | 1 | 1 | 1 | 1 |  | 5 |
| 5:30 AM   | 30 |     | \$750.00   |   |   |   |   |   |   |  |   |
| Highly pre-emptible at LUR per KUTV. Move to L2 |    |     |            |   |   |   |   |   |   |  |   |
| KUTV 6a News                                    | EM | M-F | \$550.00   | 1 | 1 | 1 | 1 | 1 | 1 |  | 5 |
| 6:00 AM   | 30 |     | \$2,750.00 |   |   |   |   |   |   |  |   |
| Highly pre-emptible at LUR per KUTV. Move to L1 |    |     |            |   |   |   |   |   |   |  |   |
| CBS This Morning                                | EM | M-F | \$135.00   | 1 | 1 | 1 | 1 | 1 | 1 |  | 5 |
| 8:00 AM   | 30 |     | \$675.00   |   |   |   |   |   |   |  |   |
| Highly pre-emptible at LUR per KUTV. Move to L2 |    |     |            |   |   |   |   |   |   |  |   |
| Price is Right                                  | DT | M-F | \$300.00   |   | 1 |   |   |   |   |  | 1 |
| 9:00 AM   | 30 |     | \$300.00   |   |   |   |   |   |   |  |   |
| Highly pre-emptible at LUR per KUTV. Move to L2 |    |     |            |   |   |   |   |   |   |  |   |
| Young & Restless                                | DT | M-F | \$135.00   |   |   | 1 |   |   |   |  | 1 |
| 10:00 AM  | 30 |     | \$135.00   |   |   |   |   |   |   |  |   |
| Highly pre-emptible at LUR per KUTV. Move to L2 |    |     |            |   |   |   |   |   |   |  |   |
| Lets Make a Deal                                | DT | M-F | \$135.00   |   |   |   | 1 |   |   |  | 1 |
| 11:00 AM  | 30 |     | \$135.00   |   |   |   |   |   |   |  |   |
| Highly pre-emptible at LUR per KUTV. Move to L2 |    |     |            |   |   |   |   |   |   |  |   |
| KUTV Noon News                                  | DT | M-F | \$135.00   | 1 |   |   | 1 |   |   |  | 2 |
| 12:00 PM  | 30 |     | \$270.00   |   |   |   |   |   |   |  |   |
| Highly pre-emptible at LUR per KUTV. Move to L2 |    |     |            |   |   |   |   |   |   |  |   |
| Fresh Living                                    | DT | M-F | \$70.00    |   |   | 1 |   |   |   |  | 1 |
| 1:00 PM   | 30 |     | \$70.00    |   |   |   |   |   |   |  |   |
| Highly pre-emptible at LUR per KUTV. Move to L2 |    |     |            |   |   |   |   |   |   |  |   |
| The Talk  | DT | M-F | \$175.00   | 1 |   |   |   | 1 |   |  | 2 |
| 2:00 PM   | 30 |     | \$350.00   |   |   |   |   |   |   |  |   |
| Highly pre-emptible at LUR per KUTV. Move to L2 |    |     |            |   |   |   |   |   |   |  |   |
| Ricki Lake                                      | EF | M-F | \$225.00   | 1 | 1 | 1 | 1 | 1 | 1 |  | 5 |
| 3:00 PM   | 30 |     | \$1,125.00 |   |   |   |   |   |   |  |   |
| Highly pre-emptible at LUR per KUTV. Move to L2 |    |     |            |   |   |   |   |   |   |  |   |
| KUTV 4p News                                    | EN | M-F | \$175.00   | 1 | 1 | 1 | 1 | 1 | 1 |  | 5 |
| 4:00 PM   | 30 |     | \$875.00   |   |   |   |   |   |   |  |   |
| Highly pre-emptible at LUR per KUTV. Move to L2 |    |     |            |   |   |   |   |   |   |  |   |

Suzanne Collins  
Media Strategies and Research

1580 Lincoln Street, Suite 510, Denver, CO 80203

suzanne@mediastategies.com



Station Order Revised  
Matheson for Congress 2012

Market: Salt Lake City-Ogden

Flight Dates: Monday, October 15, 2012 to Sunday, October 21, 2012

Estimate ID  
11636

Contact: Kristen Henderson  
Email: KHenderson@kutv2.com

Phone: 801-973-3000  
Fax: 801-839-1101  
Direct: 801-839-1119

KUTV-TV

| Program Name                                    | DP Length | Days | Gross Rate  | Mon | Tue | Wed | Thu | Fri | Sat | Sun | Total |
|---|-----------|------|-------------|-----|-----|-----|-----|-----|-----|-----|-------|
| KUTV 4:30p News                                 | EN        | M-F  | \$200.00    | 1   | 1   | 1   | 1   | 1   | 1   |     | 5     |
| Highly pre-emptible at LUR per KUTV. Move to L2 |           |      |             |     |     |     |     |     |     |     |       |
| 4:30 PM   | 30        |      | \$1,000.00  |     |     |     |     |     |     |     |       |
| KUTV 5p News                                    | EN        | M-F  | \$900.00    | 1   | 1   | 1   | 1   |     |     |     | 4     |
| Highly pre-emptible at LUR per KUTV. Move to L2 |           |      |             |     |     |     |     |     |     |     |       |
| 5:00 PM   | 30        |      | \$3,600.00  |     |     |     |     |     |     |     |       |
| Highly pre-emptible at LUR per KUTV. Move to L1 |           |      |             |     |     |     |     |     |     |     |       |
| KUTV 5p News                                    | EN        | M-F  | \$400.00    | 1   | 1   | 1   | 1   | 1   | 1   |     | 4     |
| Highly pre-emptible at LUR per KUTV. Move to L2 |           |      |             |     |     |     |     |     |     |     |       |
| 5:00 PM   | 30        |      | \$1,600.00  |     |     |     |     |     |     |     |       |
| KUTV 6p News                                    | EN        | M-F  | \$1,000.00  | 1   | 1   | 1   | 1   | 1   | 2   |     | 6     |
| Highly pre-emptible at LUR per KUTV. Move to L2 |           |      |             |     |     |     |     |     |     |     |       |
| 6:00 PM   | 30        |      | \$6,000.00  |     |     |     |     |     |     |     |       |
| Sold Out at LUR per KUTV. Lowest Rate to Clear  |           |      |             |     |     |     |     |     |     |     |       |
| Saturday 5p News                                | EN        | Sa   | \$225.00    |     |     |     |     |     | 1   |     | 1     |
| Highly pre-emptible at LUR per KUTV. Move to L2 |           |      |             |     |     |     |     |     |     |     |       |
| 5:00 PM   | 30        |      | \$225.00    |     |     |     |     |     |     |     |       |
| Sunday 5p News                                  | EN        | Su   | \$350.00    |     |     |     |     |     | 1   |     | 1     |
| Highly pre-emptible at LUR per KUTV. Move to L2 |           |      |             |     |     |     |     |     |     |     |       |
| 5:00 PM   | 30        |      | \$350.00    |     |     |     |     |     |     |     |       |
| Ent Tonight                                     | PA        | M-F  | \$475.00    |     |     |     | 1   |     |     |     | 1     |
| Highly pre-emptible at LUR per KUTV. Move to L2 |           |      |             |     |     |     |     |     |     |     |       |
| 6:30 PM   | 30        |      | \$475.00    |     |     |     |     |     |     |     |       |
| NCIS  | PT        | Tu   | \$1,800.00  |     |     | 1   |     |     |     |     | 1     |
| Highly pre-emptible at LUR per KUTV. Move to L2 |           |      |             |     |     |     |     |     |     |     |       |
| 7:00 PM   | 30        |      | \$1,800.00  |     |     |     |     |     |     |     |       |
| The Good Wife                                   | PT        | Su   | \$1,300.00  |     |     |     |     |     | 1   |     | 1     |
| Highly pre-emptible at LUR per KUTV. Move to L2 |           |      |             |     |     |     |     |     |     |     |       |
| 8:00 PM   | 30        |      | \$1,300.00  |     |     |     |     |     |     |     |       |
| KUTV 10p News                                   | LN        | M-F  | \$2,500.00  | 2   | 2   | 1   | 1   | 2   |     |     | 8     |
| Highly pre-emptible at LUR per KUTV. Move to L2 |           |      |             |     |     |     |     |     |     |     |       |
| 10:00 PM  | 30        |      | \$20,000.00 |     |     |     |     |     |     |     |       |
| Highly pre-emptible at LUR per KUTV. Move to L1 |           |      |             |     |     |     |     |     |     |     |       |
| Saturday 10p News                               | LN        | Sa   | \$650.00    |     |     |     |     |     | 1   |     | 1     |
| Highly pre-emptible at LUR per KUTV. Move to L2 |           |      |             |     |     |     |     |     |     |     |       |
| 10:00 PM  | 30        |      | \$650.00    |     |     |     |     |     |     |     |       |
| Sunday 10p News                                 | LN        | Su   | \$900.00    |     |     |     |     |     | 1   |     | 1     |
| Highly pre-emptible at LUR per KUTV. Move to L2 |           |      |             |     |     |     |     |     |     |     |       |
| 10:00 PM  | 30        |      | \$900.00    |     |     |     |     |     |     |     |       |
| Highly pre-emptible at LUR per KUTV. Move to L2 |           |      |             |     |     |     |     |     |     |     |       |

Suzanne Collins  
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Station Order Revised  
Matheson for Congress 2012

Market:

Salt Lake City-Ogden

Flight Dates: Monday, October 15, 2012 to Sunday, October 21, 2012

Estimate ID

11636

Contact: Kristen Henderson

Phone: 801-973-3000

Email: [KHenderson@kutv2.com](mailto:KHenderson@kutv2.com)

Fax: 801-839-1101

Direct: 801-839-1119

KUTV-TV

| Program Name                                    | DP Length | Rate        | Days | Mon | Tue | Wed | Thu | Fri | Sat | Sun | Total |
|---|-----------|-------------|------|-----|-----|-----|-----|-----|-----|-----|-------|
| Letterman                                       | LF        | \$285.00    |      |     |     |     |     |     |     |     | 2     |
| Highly pre-emptible at LUR per KUTV. Move to L2 |           |             |      |     |     |     |     |     |     |     |       |
| 10:35 PM 11:35 PM                               | 30        | \$570.00    |      |     |     |     |     |     |     |     |       |
| Station Gross Totals                            |           | \$46,405.00 |      | 14  | 14  | 13  | 14  | 14  | 2   | 3   | 74    |

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MSR

**Flight Dates:** Monday, October 15, 2012 to Sunday, October 21, 2012

**Phone:** 801-973-3000  
**Fax:** 801-839-1101  
**Direct:** 801-839-1119

| Program Name | DP Length | Days | Gross Rate | 15  | 16  | 17  | 18  | 19  | 20  | 21  | Total |
|--------------|-----------|------|------------|-----|-----|-----|-----|-----|-----|-----|-------|
|              |           | Mon  | Oct        | Mon | Tue | Wed | Thu | Fri | Sat | Sun |       |

[illegible]

suzanne@mediastategies.com



# Station Order Revised Matheson for Congress 2012

Market: Salt Lake City-Ogden

Flight Dates: Monday, October 15, 2012 to Sunday, October 21, 2012

Estimate ID

11636

Contact: Kristen Henderson

Email: [KHenderson@kutv2.com](mailto:KHenderson@kutv2.com)

Phone: 801-973-3000

Fax: 801-839-1101

Direct: 801-839-1119

## KUTV-TV

| Program Name | DP | Length | Days | Gross Rate | Mon | Tue | Wed | Thu | Fri | Sat | Sun | Total |
|--------------|----|--------|------|------------|-----|-----|-----|-----|-----|-----|-----|-------|
|              |    |        |      |            | 15  | 16  | 17  | 18  | 19  | 20  | 21  |       |
|              |    |        |      |            | Oct | Oct | Oct | Oct | Oct | Oct | Oct |       |

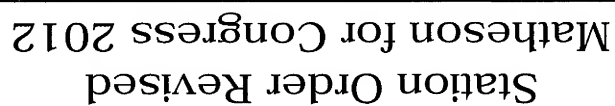
|   |    |     |            |    |  |  |  |  |  |  |  |   |
|---|----|-----|------------|----|--|--|--|--|--|--|--|---|
| KUTV 4:30p News                                 | EN | M-F | \$200.00   | 30 |  |  |  |  |  |  |  | 5 |
| Highly pre-emptible at LUR per KUTV. Move to L2 |    |     |            |    |  |  |  |  |  |  |  |   |
| KUTV 5p News                                    | EN | M-F | \$800.00   | 30 |  |  |  |  |  |  |  | 8 |
| Highly pre-emptible at LUR per KUTV. Move to L2 |    |     |            |    |  |  |  |  |  |  |  |   |
| KUTV 6p News                                    | EN | M-F | \$850.00   | 30 |  |  |  |  |  |  |  | 6 |
| Highly pre-emptible at LUR per KUTV. Move to L1 |    |     |            |    |  |  |  |  |  |  |  |   |
| Sold out at LUR per KUTV. Lowest Rate to Clear  |    |     |            |    |  |  |  |  |  |  |  |   |
| Saturday 5p News                                | EN | Sa  | \$225.00   | 30 |  |  |  |  |  |  |  | 1 |
| Highly pre-emptible at LUR per KUTV. Move to L2 |    |     |            |    |  |  |  |  |  |  |  |   |
| Sunday 5p News                                  | EN | Su  | \$350.00   | 30 |  |  |  |  |  |  |  | 1 |
| Highly pre-emptible at LUR per KUTV. Move to L2 |    |     |            |    |  |  |  |  |  |  |  |   |
| Ent Tonight                                     | PA | M-F | \$475.00   | 30 |  |  |  |  |  |  |  | 1 |
| Highly pre-emptible at LUR per KUTV. Move to L2 |    |     |            |    |  |  |  |  |  |  |  |   |
| NCIS  | PT | Tu  | \$1,800.00 | 30 |  |  |  |  |  |  |  | 1 |
| Highly pre-emptible at LUR per KUTV. Move to L2 |    |     |            |    |  |  |  |  |  |  |  |   |
| The Good Wife                                   | PT | Su  | \$1,300.00 | 30 |  |  |  |  |  |  |  | 1 |
| Highly pre-emptible at LUR per KUTV. Move to L2 |    |     |            |    |  |  |  |  |  |  |  |   |
| KUTV 10p News                                   | LN | M-F | \$2,400.00 | 30 |  |  |  |  |  |  |  | 8 |
| Highly pre-emptible at LUR per KUTV. Move to L2 |    |     |            |    |  |  |  |  |  |  |  |   |
| Saturday 10p News                               | LN | Sa  | \$650.00   | 30 |  |  |  |  |  |  |  | 1 |
| Highly pre-emptible at LUR per KUTV. Move to L1 |    |     |            |    |  |  |  |  |  |  |  |   |
| Sunday 10p News                                 | LN | Su  | \$900.00   | 30 |  |  |  |  |  |  |  | 1 |
| Highly pre-emptible at LUR per KUTV. Move to L2 |    |     |            |    |  |  |  |  |  |  |  |   |
| Letterman                                       | LF | M-F | \$285.00   | 30 |  |  |  |  |  |  |  | 2 |
| Highly pre-emptible at LUR per KUTV. Move to L2 |    |     |            |    |  |  |  |  |  |  |  |   |
| Highly pre-emptible at LUR per KUTV. Move to L2 |    |     |            |    |  |  |  |  |  |  |  |   |

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Estimate ID

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Phone: 801-973-3000

**Fax:** 801-839-1101

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|                      |              |           |      |            |     |     |     |     |     |     |     |       |
|----------------------|--------------|-----------|------|------------|-----|-----|-----|-----|-----|-----|-----|-------|
| Station Gross Totals | Program Name | DP Length | Days | Gross Rate | 14  | 14  | 13  | 14  | 13  | 2   | 3   | Total |
|                      |              |           |      |            | Mon | Tue | Wed | Thu | Fri | Sat | Sun |       |
| \$46,405.00          |              |           |      |            | Oct | Oct | Oct | Oct | Oct | Oct | Oct |       |
|                      |              |           |      |            | 15  | 16  | 17  | 18  | 19  | 20  | 21  |       |

ORIGINAL



Station Order  
Matheson for Congress 2012

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Estimate ID

11636

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Direct: 801-839-1119

Email: khenderson@kutv2.com, seeker@sbgnet.com

KUTV-TV

| Program Name    | DP Length         | Days | Gross Rate | Mon | Tue | Wed | Thu | Fri | Sat | Sun | Total |
|-----------------|-------------------|------|------------|-----|-----|-----|-----|-----|-----|-----|-------|
| KUTV 5a News    | 5:00 AM - 5:30 AM | EM   | \$80.00    | 1   | 1   | 1   | 1   | 1   |     |     | 5     |
| KUTV 5:30a News | 5:30 AM - 6:00 AM | EM   | \$135.00   | 1   | 1   | 1   | 1   | 1   |     |     | 5     |

|                  |                     |    |          |   |   |   |   |   |  |   |   |
|------------------|---------------------|----|----------|---|---|---|---|---|--|---|---|
| KUTV 6a News     | 6:00 AM - 8:00 AM   | EM | \$250.00 | 1 | 1 | 1 | 1 | 1 |  |   | 5 |
| CBS This Morning | 8:00 AM - 9:00 AM   | EM | \$115.00 | 1 | 1 | 1 | 1 | 1 |  |   | 5 |
| Price is Right   | 9:00 AM - 10:00 AM  | DT | \$250.00 |   | 1 |   |   |   |  |   | 1 |
| Young & Restless | 10:00 AM - 11:00 AM | DT | \$125.00 |   |   | 1 |   |   |  |   | 1 |
| Lets Make a Deal | 11:00 AM - 12:00 PM | DT | \$110.00 |   |   |   |   | 1 |  |   | 1 |
| KUTV Noon News   | 12:00 PM - 1:00 PM  | DT | \$120.00 | 1 |   |   |   | 1 |  |   | 2 |
| Fresh Living     | 1:00 PM - 1:30 PM   | DT | \$70.00  |   |   | 1 |   |   |  |   | 1 |
| The Talk         | 2:00 PM - 3:00 PM   | DT | \$150.00 |   |   |   | 1 |   |  |   | 1 |
| Ricki Lake       | 3:00 PM - 4:00 PM   | EF | \$200.00 |   |   | 1 | 1 | 1 |  | 1 | 5 |
| KUTV 4p News     | 4:00 PM - 4:30 PM   | EN | \$135.00 |   |   | 1 | 1 | 1 |  | 1 | 5 |
|                  |                     |    | \$675.00 |   |   |   |   |   |  |   |   |

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# Station Order

## Matheson for Congress 2012

**Market:** Salt Lake City-Ogden

**Flight Dates:** Monday, October 15, 2012 to Sunday, October 21, 2012

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**KUTV-TV**

| Program Name      | DP Length | Days | Gross Rate | Mon | Tue | Wed | Thu | Fri | Sat | Sun | Total |
|-------------------|-----------|------|------------|-----|-----|-----|-----|-----|-----|-----|-------|
| KUTV 4:30p News   | 30        | M-F  | \$150.00   | 1   | 1   | 1   | 1   | 1   |     |     | 5     |
| KUTV 5p News      | 30        | M-F  | \$360.00   | 2   | 1   | 1   | 1   | 1   |     |     | 6     |
| KUTV 6p News      | 30        | M-F  | \$360.00   | 1   | 1   | 2   | 1   | 2   |     |     | 7     |
| Saturday 5p News  | 30        | EN   | \$180.00   |     |     |     |     |     | 1   |     | 1     |
| Sunday 5p News    | 30        | EN   | \$225.00   |     |     |     |     |     |     | 1   | 1     |
| Ent Tonight       | 30        | PA   | \$425.00   |     |     |     | 1   |     |     |     | 1     |
| NCIS              | 30        | PT   | \$1,500.00 |     | 1   |     |     |     |     |     | 1     |
| The Good Wife     | 30        | PT   | \$1,200.00 |     |     |     |     |     | 1   |     | 1     |
| KUTV 10p News     | 30        | LN   | \$1,100.00 | 2   | 1   | 1   | 1   | 2   |     |     | 7     |
| Saturday 10p News | 30        | LN   | \$600.00   |     |     |     |     |     | 1   |     | 1     |
| Sunday 10p News   | 30        | LN   | \$850.00   |     |     |     |     |     |     | 1   | 1     |
| Letterman         | 30        | LF   | \$275.00   |     | 1   |     |     |     |     |     | 2     |

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Station Order  
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KUTV-TV

| Program Name         | DP Length | Rate | Gross       | Days | Mon | Tue | Wed | Thu | Fri | Sat | Sun |
|----------------------|-----------|------|-------------|------|-----|-----|-----|-----|-----|-----|-----|
|                      |           |      |             |      | 15  | 16  | 17  | 18  | 19  | 20  | 21  |
|                      |           |      |             |      | Oct | Oct | Oct | Oct | Oct | Oct | Oct |
|                      |           |      |             |      | 14  | 13  | 13  | 13  | 13  | 2   | 3   |
|                      |           |      |             |      | 14  | 13  | 13  | 13  | 13  | 2   | 3   |
| Station Gross Totals |           |      | \$24,180.00 |      |     |     |     |     |     |     |     |

71

Total

Suzanne Collins  
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